

ABSTRACT OF THE DISCLOSURE

2           A system and method for on-line merchandising utilizing a  
3        gaming format which includes the on-line purchase of a pre-  
4        determined number of bids each representing an equal opportunity  
5        for being awarded preselected merchandise. Any customer having  
6        purchased one or more bids from a bid pool will be awarded the  
7        merchandise at a reduced price by holding a randomly selected  
8        winning bid. An included distribution format comprises the  
9        additional awarding of preselected merchandise, or a substantial  
10        equivalent thereof, to any customer having purchased a quantity of  
11        bids with a collective monetary value which is at least  
12        substantially equal to the purchase price of the preselected  
13        merchandise.